GOVERNMENT OF INDIA
COMMUNICATIONS AND INFORMATION TECHNOLOGY
LOK SABHA

UNSTARRED QUESTION NO:2251
ANSWERED ON:10.03.2006
REVAMPING OF POSTAL SERVICES
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Will the Minister of COMMUNICATIONS AND INFORMATION TECHNOLOGY be pleased to state:

(a) whether the Government proposes to revamp the postal services network in the country, particularly in the rural and tribal areas;

(b) if so, the details of the proposal mooted during the current Plan period;

(c) the steps taken by the Government to achieve the targets fixed for the current Plan period in this regard; and

(d) the steps taken to market financial products such as mutual fund, insurance through post offices effectively?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY (DR. SHAKEEL AHMAD)

(a) Improvement in the postal services network is an ongoing process, covering post offices across the country including those in rural and tribal areas. The improvement covers computerization, modernization, training, marketing, ergonomics etc.

(b) During the current plan period, the significant proposals taken up are opening of Extra Departmental Branch Post Offices/Departmental Sub Post Offices and Panchayat Sanchar Sewa Kendras in the first two years of the Plan, Computerization of Post Offices, Postal Account Offices and Administrative Offices, Computerization and Networking of Mail Offices, Computerization of International Mail processing, Modernization of operative/working Systems, Mechanization/Modernization of Mail Movement, Modernization/upgradation of Premium Products, Modernization of Circle Stamps Depots, setting up of two Automatic Mail Processing Centres at Delhi and Kolkata, Promotion of Philately, Construction of Buildings, Establishment of a National Data Centre and of Finance Marts, Establishment of Express Parcel Post Centres and Development of financial products and services.

(c) In order to achieve Plan targets, various steps such as intense monitoring, close liaison with suppliers and implementing units, periodic review of progress etc. are undertaken.

(d) Financial products include money transfer, banking and postal life insurance. The Department also utilizes its retailing strength for extending the services of other service providers through its network. All financial products are marketed through the field organization of the Department of Posts, using the approach of advertisement through mass media, direct mailing and distribution of publicity material.